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THE CULTIVATED BLUEBERRY

Joseph G. O'Neill & Son

OFFICE

NURSERY

P. O. Box 32
MOORESTOWN, N. J.

Buck Run Plantation
BROWNS MILLS, N. J.

THE AVANTAGE THAT

WILL GIVE YOU

Our Blueberry Plants Are Produced From Carefully Selected Bushes

In offering our Certified Blueberry plants we do so with pride as to the health and sturdiness which are apparent in them.

First of all we had to choose the varieties which would suit most climates and produce good fruit. Then careful selection of cutting wood was made from healthy and vigorously producing bushes.

We have abandoned the old system of propagating in slat houses out of doors. Instead, we are using a greenhouse devoted entirely to the propagation of Blueberries. One of the greatest advantages in propagation under glass is that the period of growing time for rooting is extended about three months. Through this longer rooting period, we are able to set the rooted cuttings in the nursery in the fall, thus giving them a chance to settle in their new location and make additional root growth before cold weather sets in. In the greenhouse shading can be controlled, watering is done as required, and damage by insects and other pests can be virtually eliminated.

Easy to Grow

Blueberries are not as difficult to grow as some people believe, but they do need a little special attention. Those folks who give them this special attention are well rewarded for their efforts.

Our belief is that a two-year-old plant is the best size to set out (unless you would rather start your own nursery with rooted cuttings). A two-year-old plant should be pruned back and not be allowed to bear fruit the first year, so that all the strength of the growing plant may be thrown into the root system.

September, October, April and May are the ideal times for setting out Blueberry plants, with the Fall months preferred.

Acid Soil Essential

The essential requirement for successful Blueberry culture is an acid soil, one well

supplied with organic material, and of loose texture, thus making it the more retentive of moisture. If your soil does not meet these requirements, the proper conditions may be created by mixing the surface soil with a liberal quantity of peat moss, partially rotted leaves, pine needles, or sawdust. Sharp sand may be mixed with the soil to keep it light and porous so that the roots may be properly aerated and able to breathe. Soil similar for the growing of rhododendrons, laurel or azaleas will grow Blueberries.

Set Plants 3-4 Ft. Apart

For small plantings, Blueberries are set 3 - 4 feet apart. A hole should be dug 18 - 24 inches wide and 8 - 10 inches deep. The soil coming from this hole should be mixed with equal parts of peat moss and sharp sand and placed around the roots of the Blueberry plant. If there is enough decayed organic material in the soil, the plant will receive sufficient nourishment. Never use lime, as this would sweeten the soil, and such a condition is to be avoided.

The plants should be set with the roots spread out, not bunched. They should be set so that the first branch will come just above the surface of the ground and on a grade with the ground. The soil should be replaced and firmed, and the roots soaked with water. This is called puddling in.

As Blueberries are not self-pollinating, two or more varieties should be planted near each other to insure satisfactory fruiting.

Cultivate Shallow

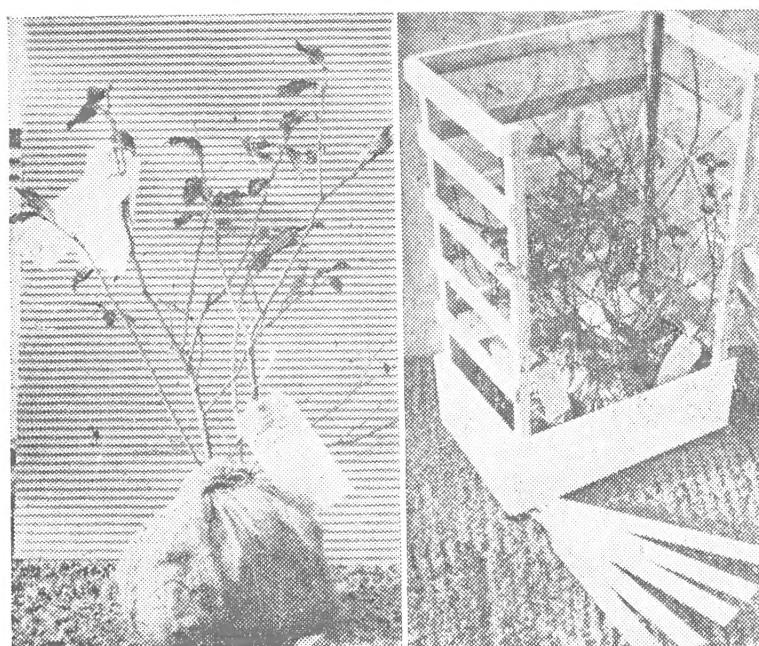
The Blueberry is shallow-rooted and accordingly cultivation should be shallow. It should be frequent enough to keep down weeds. Blueberry plants grow well if mulched heavily with straw, sawdust or peat moss. Such mulching materials applied to the depth of several inches keep down weeds, keep the soil cooler in summer, and help to retain soil moisture. In the Spring, a complete organic fertilizer, such as a 7-7-7 formula, is recommended. Apply about one tablespoonful per plant, in-

creasing the amount each year as the plant increases in size. This should be worked into the top of the ground around each bush, keeping 6 inches away from the main stem, and working outward about 18 inches.

Blueberries like cold weather—in fact there must be a cold period of sufficient length to ripen the wood and keep the plant dormant. Of course prolonged sub-zero temperatures are detrimental and extra care should be given the plants. But the normal cold winters of the Middle-Atlantic, New England and North Central states are not harmful. In the Southern states, the Blueberry requires as much cold weather as the Elberta peach.

Superior to Wild Varieties

The improved varieties of Blueberries are so superior to the wild bushes that they should be used in preference to them in home and commercial plantings. Their superiority is due to their uniformly large size fruit, attractive blue color, and high quality. Many varieties have been propagated over a period of time, but only a few of these are worthy of the attention of the prospective grower, whether he plants a few or several hundred plants. Berries ripen early, mid-season, and late, and bushes divided among these three ripening times will insure plenty of fruit all summer.



Right, six 2-year-old plants ready for shipment.
Left, 2-year-old plant, 18-24", balled.

Varieties Available

Following are some of the principal varieties and are among those we have selected as being superior in quality of fruit, productivity, and vigor of growth.

JUNE

Plants of medium height. Fruit large, medium blue, sweet, of excellent quality. Ripens early.

CABOT

Plants low, spreading, not as vigorous as others. Fruit large, attractive, ships well, slightly acid, and of excellent quality. Ripens early.

RANCOCAS

Plants tall, vigorous, upright, tending to overbear and require severe pruning. Fruit large, light blue, firm, of very good quality. Ripens early mid-season, a little after Cabot.

CONCORD

Plants tall, vigorous, upright, moderately productive. Fruit large, attractive, borne in large clusters resembling the Concord grape, high quality when fully ripe. Ripens mid-season.

STANLEY

Plants tall, vigorous, with large, thick, shiny leaves and productive. Fruit large, perfumed, and most delicious in flavor of all Blueberries in some opinions. Ripens late mid-season.

PIONEER

Plants vigorous, spreading, of medium height and productive, especially attractive for ornamental purposes. Fruit large, light blue, firm and of good quality. Ripens mid-season.

RUBEL

Plants tall, very vigorous, upright, hardy and productive. Fruit medium size, light blue, very firm. The standard late variety.

JERSEY

Plants very vigorous, upright, productive. Fruit large, attractive, firm, keeping well, and of good quality. Ripens late, with or slightly after Rubel.

A Year-Round Shrub

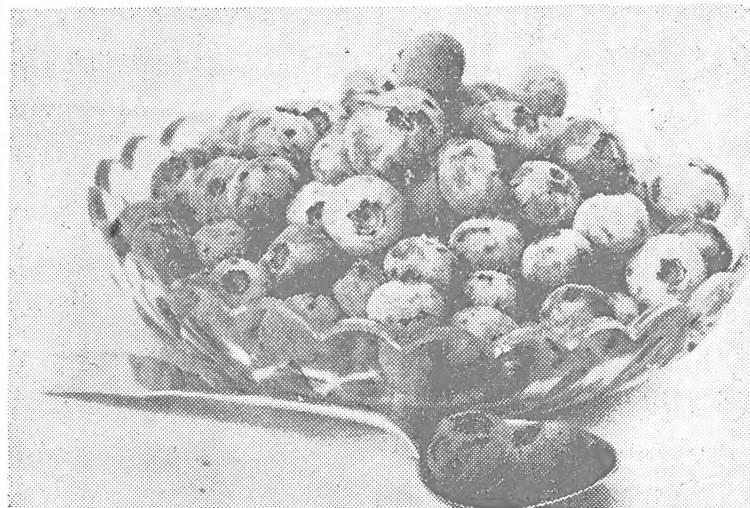
As an ornamental shrub the Blueberry is outstanding, as each season brings its beauty. A planting of these bushes in your shrubbery border or in your garden will yield delight at any time. In Spring, they are full of creamy, fragrant blossoms, followed by the clusters of characteristically blue fruit. The plants are compact and low growing with waxy green leaves turning to a brilliant scarlet in the Fall. Even in winter the stems are a dark red and very showy among other planting.



—Photo Courtesy of U. S. Dept. of Agriculture

This booklet is designed primarily for the small grower or one who is interested in growing enough fruit for his own use. If more information is required, we will gladly try to answer your questions, or you can obtain from the U. S. Department of Agriculture at Washington, D. C., Farmers Bulletin No. 1951 "Blueberry Growing" (10c). Anyone interested in starting a plantation or commercial planting should consider more details than are outlined here. Correspondence is invited from all who are interested.

Blueberry Recipes



The large cultivated Blueberry has met a favorable reception on the markets for fresh fruit, canning and quick freezing. Fresh berries are unsurpassed served with sugar and cream, as an addition to fruit salads, and in the justly famous Blueberry pie. The canned or quick frozen berries are well-known for muffins and fruit puddings. Following are some recipes which we have collected and pass on to you in the hope that you will enjoy them as much as we have.

BLUEBERRY PIE

4 cups Blueberries
1 cup sugar
4 tbsp. flour
 $\frac{1}{8}$ tsp. salt
1 tbsp. lemon juice
1 recipe plain pastry

Mix berries with sugar, flour, salt and lemon juice. Line pie pan with pastry, pour in filling and cover with top crust. Bake in very hot oven (450) 10 min. Reduce temperature to (350) and bake 20-30 min. longer. Makes 1 pie (9-in.)

BLUEBERRY MUFFINS

3 tbsp. butter
 $1\frac{3}{4}$ cups sugar
1 egg
2 cups milk
 $\frac{1}{4}$ tsp. nutmeg
4 cups flour
4 tsps. baking powder
2 cups Blueberries

Cream butter and sugar, add beaten egg, then milk alternately with sifted dry ingredients. Add Blueberries last. Bake in greased muffin tins in hot oven (400) for 20-30 min. Makes 24 muffins.

BLUEBERRY COTTAGE PUDDING

2 tbsp. butter
 $\frac{3}{8}$ cup sugar
1 egg
1 cup flour
 $1\frac{1}{2}$ tsps. baking powder
 $\frac{1}{8}$ tsp. salt
2 cups Blueberries
1-3 cup milk

Cream butter and sugar, add beaten egg and mix well. Add flour sifted with baking powder and salt and mix with berries. Add milk and mix well. Bake in a greased loaf-pan 20 min., in moderate oven. Serve warm with cream, ice cream, or vanilla sauce.

BLUEBERRIES (CANNED)

Select firm, slightly under-ripe fruit. Wash carefully. Pack cold in sterilized jars. Add light or medium syrup, as your taste prefers to within one-half inch of top of jar. Adjust caps. Process in pressure cooker 8 min. at 5 lbs. pressure.

Select firm, slightly under-ripe fruit. Wash carefully. Pack into sterilized jars. Add hot light or medium syrup. Adjust caps. Process 20 minutes in boiling water bath.

BLUEBERRIES (FROZEN)

Select firm fruit. Pick over, wash, drain well. Pack 1 part by weight of sugar to 4 parts by weight of fruit (1 cup sugar to 6 cups fruit); or in syrup to cover. Seal boxes and quick-freeze.

BLUEBERRY JAM

4 1/2 cups—2 1/4 lbs. prepared fruit
7 cups—3 lbs. sugar
1 bottle pectin

To prepare fruit, crush about 1 1/2 quarts fully ripe berries. Add juice of 1 medium lemon and grated rind of 1/2 lemon. Measure sugar and prepared fruit into large kettle, mix well, and bring to a full rolling boil over hot fire. Stir constantly before and while boiling. Boil hard 2 minutes. Remove from fire and stir in pectin. Skim; pour quickly. Paraffin at once. Makes 12 glasses.

FROZEN BLUEBERRY WHIP

1 cup sieved Blueberries
1-3 cup sugar
2 tbsp. lemon juice
Few grains salt
2 egg whites

Combine Blueberries, sugar, lemon juice and salt. Let stand 10 min., or until sugar is dissolved. Beat egg whites stiff, but not dry, fold in berry mixture. Pour into freezing tray of automatic refrigerator; set cold control at point recommended for freezing ice cream. Freeze until slightly firm. Place in chilled bowl. Beat smooth with rotary beater. Return to tray and freeze firm. Reset control to normal. Serves 4.

—Times-Advertiser Print—

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BLUEBERRY PLANTS

Well branched & heavily rooted bearing age plants - guaranteed to be true to name. Planting instructions & cultural directions included. Stock freshly dug on order.

15-18"	3 plants	\$ 2.75
6	"		5.00
12	"		9.50
25	"		18.75

Vars - Concord, Jersey, Rubel
Rancocas, Burlington

18-24"	3 plants	\$ 3.00
6	"		5.50
12	"		10.50
25	"		21.25

Vars - Concord, Jersey, Rubel
Rancocas, Burlington

Our selection of at least 3 vars

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